Applicant : Frank Addante   Attorney's Docket No.: 16113-1347001 / GP-1700-09-
Serial No. : 09/757,389   US
Filed   : January 8, 2001
Page   : 2 of 7

Listing of Claims

1-12. (Cancelled)

13. (Previously Presented) A system comprising:

a creative selection server coupled to a network;

a content server, coupled to the network separately from the creative selection server, that issues at least one redirect command to a user computer in response to receiving a user request for non-advertising content, wherein the redirect command is configured to direct the user computer to a direct connect server; and

the direct connect server being connected to the network separately from the creative selection server and the content server, wherein the direct connect server:

receives creative selection criteria from the user computer; and

responsive to the user request to receive non-advertising content and the at least one redirect command from the content server:

generates a request for a creative message as a function of the creative selection criteria;

transmits the request for the creative message to the creative selection server;

receives an identification of one or more creatives from the creative selection server; and

sends the identification of the one or more creatives to the user computer.

14. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of a stored profile.

15. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of mapping the IP address of the user computer, but not including data from which the actual IP address can be derived.

16. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of the IP address of the user computer.

17. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of whether or not the user computer has previously connected to the content server.

18. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of the domain name of the user computer.

19. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of a search term entered by the user computer.

20. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of IP address of the content server.

21. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of whether or not the user computer has previously connected to the direct connect server.

Applicant : Frank Addante   Attorney's Docket No.: 16113-1347001 / GP-1700-09-
Serial No. : 09/757,389   US
Filed   : January 8, 2001
Page   : 4 of 7

22. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of the domain name of the content server.

23. (Previously Presented) The system of claim 13 wherein the request for the creative message is further defined as a function of a meta tag on the content server.

24. (Previously Presented) The system of claim 13 further comprising a lookup table for storing category codes for use in generating a request for creative message.

25. (Cancelled)

26. (Previously Presented) The system of claim 13 wherein each of the user computer and the content server are connected to the public network separately from each of the direct connect server and the creative selection server.